Navy Uses Waves in Broadcast Band, Bulletin Discloses

Aircraft Service May Cause "Unidentified" Interference

DISCLOSURE that the military and naval services have been authorized to use frequencies in the broadcast band and that the Navy, at its discretion, is using them for aircraft communications, which may be responsible for some of the "unidentified" interference with broadcasting is made in a current bulletin of the Naval Communications Service.

The bulletin states that many naval planes are assigned frequencies in the band from 550-1500 kc., but that efforts are made to avoid interference. Inquiries by broadcasting in official sources brought out the information that there exist a number of orders issued by the President authorizing the Army and Navy to use frequencies in the broadcast band for mobile and pulsed services under certain conditions.

Interference Reported

AT THE RADIO COMMISSION it was learned that "spasmatic interference" which has been reported by radio inspectors and reported by stations. Significantly, this unidentified interference has been experienced largely in the more congested radio areas, like Los Angeles, New York and Philadelphia. In each of these areas the Navy maintains major aviation bases.

Because of the strict confidential nature of the executive order, the exact frequencies that are used for military services in the broadcast band have not been mentioned. Indications are, however, that they are being used not only for communication but by mobile land stations and by aircraft as well.

The order is understood to be a "carrerover from wartime, since the development of the use of radio in mobile land communication, has been said to be capable of operating in the intermediate bands only, and no funds have been available to replace them.

Conditional Assignments

THE BULLETIN stated:

"Many Naval planes are assigned frequencies in the broadcast band 550-1500 kc. When these planes operate near the coast, and in the vicinity of broadcasting stations, interference to both planes and listeners may result unless care is exercised. If frequencies are assigned to naval aircraft on condition that they cause no bad interference, and when naval planes are in a locality where such interference is probable, temporary frequency sharing may be made in such a manner as to ensure that frequencies may be used without causing interference.

In addition to the confidential executive order, a non-confidential order, bearing date of June 6, 1932, assigns certain frequencies in the "Tarzan" Series Tests Produce 93,000 Letters In First Eight Weeks

ALTHOUGH the program has been on the air for only a short time, the radio drama series "Tarzan" of Edgar Rice Burroughs' "Tarzan" stories by the World Broadcasting System for the Foudl's Millings Company of Chicatasta, meatloaf, spaghetti and noodles, a unit of the Grocery Store Products Co., Inc., is reported to be producing phenomenal results.

A test period of eight weeks over WBBM, Chicago, and CKOK, Windsor-Detroit, consisting of 15 minutes each evening, Monday through Friday, has produced 93,000 package ends sent in by listeners. In this same program will be utilized in the east for the promotion of another one of the Grocery Store Products Co., Inc., product, "Btnk Products Co., Inc.," chocolate and malt food drink.

The Foudl's Milling Company has made an intimate tie-in with dealers by having three-out-of-five dealers stocked Foudl's products. At the turn of the year, the company expects to increase the number of dealers, and will be advertising "Tarzan" so that all territory par- alleling its channels of distribution will be closely tied-in with the broadcast.

Very effective realism has been achieved in the Hollywood studios of the World Broadcasting System where the "Tarzan" transmissions were produced. James II. Pierce, stalwart screen actor, has the title role, whereas John Rocha, the author's daughter, is impersonating the heroine.

Bar Reappoints

REAPPOINTMENT of Louis G. Caldwell, Washington attorney, as chairman of the Broadcast Communications of the American Bar Association, was announced Dec. 7. Since last news, Chief E. Martin reappointed as commit- tee members John W. Gulder, Washington, and Judge John C. Kenney, Portland, Me. New com- mittee members are Calvin W. Rawlings, Salt Lake City, and Walter A. McCall, Phoenix, Ariz. Mr. Caldwell, former general counsel of the Radio Commiss- ion, has been chairman of the commission since its creation in 1928.

The broadcast band for use by Army and Navy stations in Alaska, the Philippines, and the Canal Zone, and with limited power. These sta- tions, however, are so far removed from the United States that there is little danger of interference. In addition 600 kc., in the middle of the broadcast band, is assigned as a Navy Exclu- sive channel be used by NAA, Navy radio station at Arlington.

NEW LAFPEL MIKE—Adrian Rousseau, school teacher, is shown wearing the new two-inch, two- button lapel microphone being in use by Universal Microphone Co., Inglewood, Cal. The makers claim it eliminates all noises in the loud speaker when the cord is moved by using special binding screws. Satin bakelite finish makes it inconspicuous when worn.

Bellows Is Transferred To Washington for CBS

OCCASIONED by the increased activities of CBS in Washington since its recent acquisition of WJSV, Alexandria, Va., New York, the employment of an additional man, A. Bellows to Washington. Mr. Bellows, former Federal Radio Commissioner and now a CBS executive, will manage WJSV and will make his home in Alexandria. Mr. Butler will continue as contact man with the Radio Commission and will manage WJSV.

Mr. Bellows remains at the head of WCCU and will spend part of his time in Minneapolis. As legislative and executive vice-president of the NAB, he has frequently appeared before Congressional committees, and his conferences with official Washington both in that capacity and as radio commissioner are wide. A Harvard graduate of 1906, Mr. Bellows also taught English at Harvard and was an undergraduate friend of President-elect Roosevelt, a 1904 Harvard graduate, while the latter was editor of the college newspa- per.

Files in Bankruptcy

THE PERSONAL bankruptcy petition of W. K. (Hello World) Henson, operator of KWW and KEWA, Shreveport, La., has been reported to the Radio Commission, and may be made an issue at a hearing involving the KWW license renewal to be held probably in February, W.W.L of Loyola University, New Orleans, which shares the 850 kc. clear channel with KWW, has applied for full time, and a local insurance company also has applied for the KWW frequency. The bankruptcy petition in the Bingham federal court gives liabilities of $1,300,000 and assets of $250,000.

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Trade Body Files No Radio Protest

Advertisers Reporting Paying Publishers Billion Yearly

DESPITE close scrutiny of broad- casting to ascertain whether false or misleading advertising is carried in programs, the Federal Trade Commission did not find a solitary case that warranted its issuance of a warning. During the last fiscal year, the trade commission investigated and reported on 406 cases. Of these, 341 were against advertisers, 57 against publishers, and eight against both. In 45 cases the advertisers discontinued business, 12 more were forced out by post office fraud orders, two discontinued all advertising and misleading advertising before complaints were made, 24 cases were dismissed, 140 were not investigated and reported on 228 cases. In 44 cases investigations were completed, reported to the commission and await further orders.

Reviewing specialization in certain types of advertising cases, the commission showed that more than 16,000,000,000 copies of daily, weekly, and monthly periodicals are printed and circulated every year—every copy carrying advertising matter intended to induce the buyer to purchase goods and services. Approximately $1,000,000,000 is paid publishers annually by advertisers.

Published in the United States, according to the report, are 2,288 daily newspapers, with a total circulation of 42,116,880; 920 Sunday newspapers with a circulation of 23,206,171; 3,445 weekly and monthly magazines with a circulation of approximately 76,000,000; 12,606 weekly and monthly newspapers; and 981 fortnightly, semi-monthly, bi-monthly, and quarterly periodicals in all. In addition, there are published in this country close to 20,000 daily, weekly and monthly newspapers and magazines with a total circulation of approximately 1,389,000,000 copies a month, or more than 16,000,000,000 copies a year.

"There are only three cases in which the publishers live on revenue collected from advertisers, and the advertisers live on money collected from the purchasing public. In this country the national advertisers paid $192,327,954 to the publishers of 65 weekly and monthly magazines and periodicals. The publishers have a total circulation of 56,492,131. In 1931 they paid them $156,218,419.

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